DEALER SECTION OF Electricity on the Farm

With which is consolidated The RURAL ELECTRIC DEALER. Established 1920. The only publication devoted exclusively to the electrification of towns and farms and reaching the power companies and electric dealers serving this rapidly developing rural market.

Vol. 2 FEBRUARY, 1929 No. 2

Spring Sales Campaign

Just as the fall is the best season in which to push the independent plant, so is the early spring the most effective time for developing sales of electrified farm equipment. This applies to household electric apparatus as well.

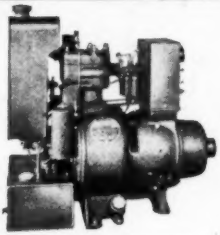
Once field work starts, the average farmer has but little time for anything else. His work falls largely on him during the late spring and late summer periods, and it is then when the help of electricity is most appreciated.

Now, while the farmer still has time on his hands it is most opportune to tell him of the advantages of the chore motor, electrically operated feed grinder, dairy equipment, etc., as well as pointing out to the farm housewife the value of electric refrigerators, electric ranges, electric fans, vacuum cleaners and other appliances which will reduce the drudgery of the home and give more time for those duties incidental to keeping the outside farm organization happy and contented during the rush season. Just as the successful battle is planned well ahead of time, so should the sales campaign of the successful dealer be completely outlined before it is started. Get out your sales literature this month, and be sure to emphasize the time-saving feature of electrical equipment, as well as the grind which it eliminates. Point out to your prospective customers that saving time from routine work gives them opportunity for more productive effort; in other words, it makes it possible for them to earn more money by eliminating much of the time required for regular duties.

Don't wait until you see a competitor out on the job, but be the first to approach your rural customers. You'll find it will save a lot of subsequent hard work in selling if you are first on the job.

* ELECTRICITY ON THE FARM (except this "Dealer Section," printed on tinted paper) has already been placed in the hands of more than 107,000 farmers along the rural lines operated by more than 200 power companies. Hence the articles you find in this copy will be read, or have already been read, by many of the farmers in your territory. You are, therefore, in a position to approach these farmers on the subjects with which they are familiar. Your way is paved for increased sales of electrified farm equipment.

INVESTIGATE this different and Exclusive Farm Lighting Principle—



Small batteries carry loads up to 200 watts—plant starts automatically on heavier loads.

The Sunbeam Farm-Lite sells easily and stays sold—because of this revolutionary exclusive principle.
That's why a Sunbeam dealership pays so well.

We can use new dealers in certain territories. There's a real opportunity waiting for them.
We can tell you a profit story that will prove most interesting to you. Write us today for our unusually profitable franchise offer.

SUNBEAM ELECTRIC FARM-LITE

Starts, Oils, Regulates and Stops Itself

SUNBEAM ELECTRIC MANUFACTURING CO.
Evansville, Indiana
Mfrs. of Railroad Lighting Equipment Since 1883

Blue Ribbon Electric Milker

A Portable Milker Requiring No Installation

The only milker on the American market that is a complete unit in itself. It operates from high line or farm light plant.

You need this milker as an addition to your present line. Write us at once as we have a very attractive dealers' proposition for you.

Electric Products Corporation
7 Bluff Avenue,
La Grange, Ill.

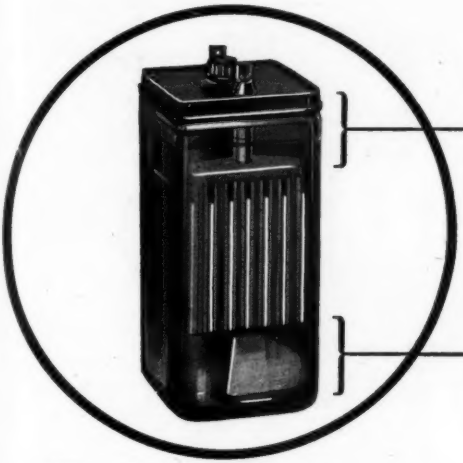
Buy by Mail from Brook and Benefit from the LOWEST PRICES on FIXTURES - RADIO CONST. MATERIALS - APPLIANCES

"Hook-Up" With Us on Radio

receivers and accessories, and you'll make many dollars in extra profits. Establish this money-making connection now at the peak of the radio season. Send for our new catalog, just off the press.

Send for Our Big New Catalog and See for Yourself

BROOK Electrical Supply Co.
213-15-17 SO. PEORIA ST.
Chicago.



2½"

2½" water space above plates for extra volume of electrolyte where it has greatest circulating value. Means longer work between refillings.

2¾"

2¾" sediment space below plates, taking ample care of deposit, preventing early short circuit, lengthening life.

Price Down-- Profit Up!

The improved Globe Battery offers ***more*** selling helps—(1) quality, (2) price, (3) features. Increased production has cut our cost. Retail price is reduced. Retailer's price is still further reduced. Retailer's profit is larger.

You can make more money with the improved Globe Battery. It has more reasons to make the public want it.

Ask your jobber for the full line-up of facts and proofs, or write us today.

Here's another selling feature! *Improved connectors!* Big connectors reduce resistance and prevent heating and loss of current.

GLOBE ELECTRIC COMPANY
14-28 Keefe Avenue Milwaukee, Wisconsin

"The Better Battery"

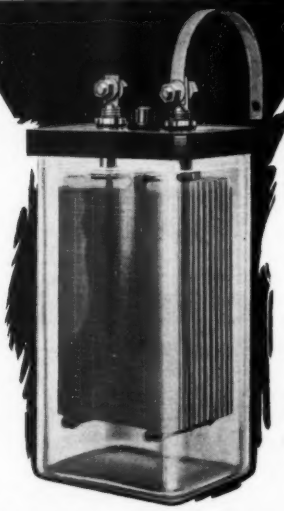
GLOBE

WESTERN Cable LONG LIFE BATTERIES

FARM LIGHTING

Five year guarantee

Extra heavy reinforced cover



Heavy-duty plates

Ample sediment space

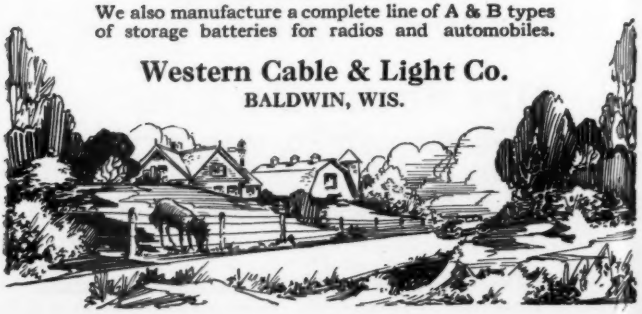
Double Your Business

with this Battery. Write at once for attractive agency offer.

We also manufacture a complete line of A & B types of storage batteries for radios and automobiles.

Western Cable & Light Co.

BALDWIN, WIS.



Selling Farm Light Plants

In The Wide Open Spaces

BY WILLIS PARKER

THE Simpson Electric company of Cheyenne, Wyoming, sell farm lighting systems in a territory so large and so sparsely settled that it is a long ways between drinks—of water or what ever you may have. C. H. Simpson is manager of the concern and his territory consists of but one county of which Cheyenne is the county seat. However, this one county is as large as some of the eastern states. It is 140 miles long and 76 miles wide.

Excluding the population of Cheyenne, the population of the county is so scattered that the average distance between homes is 18 miles. Forty miles is not uncommon for a service call. So, frequent visits with prospective customers not only are out of the question but are generally impractical.

"Our customers are ranchers dealing in livestock; they have but one pay day a year and that is when they sell their livestock," said Mr. Simpson. "If they make enough from the sale to pay off the debts incurred during the previous months and a little bit more, they are prospects for lighting plants. That means that we must do our selling in four months out of the year—September, October, November and December. If we can't make the sale in those months, we might just as well forget about it until the following September.

"Since distances are so great, we cannot hope to call upon more than two prospects a day. And, also, we must have prospects who are so hot that we can close the deal on one call, if it is to be closed that year. Therefore, we must depend upon the prospects selling themselves to a considerable extent, and, to accomplish this we make use of the pride of ownership element, which is one of the strongest sales factors in our favor. That little element is working 12 months out of the year; it is doing its part in the eight months out of the year when it is impractical, if not impossible, for us to do anything but watchfully wait.

"While distances between ranch homes in this region are great, and average about 18 miles, it is not uncommon for the ranchers and their families to drive 30, 40, 50 and even 60 miles to attend a party or dance at some other rancher's home. Such functions usually last all night, and, if the host and hostess have an electric outfit to light the place for their guests, it has ten or twelve hours in which to register its little message and to arouse a desire to have such an outfit on their ranches. If the outfit is new it is likely to be one of the main topics of conversation during the night. The hostess will discuss its convenience with enthusiasm and pride in the tone of her voice. Mrs. Jones,

"We depend upon the prospects selling themselves, to a considerable extent, and to accomplish this we make use of the pride of ownership element, which is one of the strongest sales factors in our favor."

who hasn't such conveniences in her home, will be envious, to a certain degree and wish for a plant of her own. Perhaps she'll get Jones over in the corner and declare 'If the Smiths can afford such an outfit as this, we can also.' And the desire to possess is aroused to such an extent that they both discuss it freely, heatedly and otherwise for weeks and maybe months afterwards. Perhaps they will resolve that when they sell their stock the following fall, a farm lighting outfit will be the first thing in which they will invest.

Getting Names of Prospects

"Now in the interim, they visit Cheyenne, once in a while, and it is quite likely that they will visit our store to obtain literature and additional information on the subject. Following such visits the discussions are resumed at home and the prospects are still selling themselves. We have obtained their names and addresses as a result of their visits and they are duly entered on our prospect cards and filed for future reference.

"We also get names of prospects from our users. Three times a year we send out letters containing return postal cards and ask that our users list on the cards the names and addresses of persons whom they think are vitally interested. Such names are not of prospects as hot as those who have called at the store, however, but they are given attention and many of them are ready to buy when we call on them in the fall.

"Since we feel that we must consummate the sale in one interview it is obvious that we are loaded for bear when we drive into the ranch yard. We haven't time to run back to the office and look up certain data to answer any of the rancher's questions. We sell him before we leave, or else put him down for attention the next year. Of course we do make a return call once in a while, but not so often as to be counted in our yearly program. We may have concluded the deal to the point of signing up—furnished the rancher with estimates on the cost of wiring, etc.—and he'll come into town at some future date to discuss it further and sign the order.

"Our plan is to sell the generating unit first. When he is sold on that, it is easy to sell him on the wiring that will be necessary. Sometimes the cost of wiring is greater than the cost of the generating unit, for most of the ranch establishments are equal in size to a village of a couple hundred people. Lights must be strung to the bunk houses, the barns, the cow sheds, the various buildings which not only are numerous but also of large size. We have just completed one job that cost the rancher $1750.

"Just as an illustration of how important pride of ownership is in helping to make sales, I cite the instance wherein we installed six outfits in less than a year after the installation of the first one in a region about 20 miles from Cheyenne. All of the other sales were the result of the customers calling upon the first one and seeing how convenient the system was.

"Through this system of working hot prospects and permitting them to sell themselves up to a certain point, we have practically every ranch of any consequence in our territory equipped with a farm lighting unit."

Charing for Service

The distance element enters into the servicing of the units. Simpson gives no free service at all in the rural communities. When the units are installed and turned over to the customer, he must pay for any demands he makes upon the service department henceforth, at the rate of ten cents a mile and a dollar and a half an hour for the service man's time. Simpson's farthest customer is 126 miles from Cheyenne. If he puts in a call for a service man, he pays a handsome price for the work. Making a charge for the service calls reduces the number of calls received. Mr. Rancher will work mighty hard to fix the "contraption" himself before he will give up and call for help.

There's "Load" In Chickens

And a Profitable Business for the Poultry Equipment Dealer Who Knows His Kilowatts and Uses These Merchandising Principles

By W. T. KINDER

A CHANGE has been going on in the poultry industry. Not long ago relatively few people were seriously engaged in the poultry business on any extensive scale. Most farms had only a small flock of birds, and who bothered to figure out whether it was a paying business or not? The fowls roosted in the trees, on the fences, implements, the manger and stall partitions in the barn, throughout the year. Most of their food they picked up in the barn lot and feed lot as they could, like scavengers. Men left them to the care of women, and the scientific methods of production, feeding, housing, etc., of today were scarcely then in evidence.

W. T. KINDER

This past decade the poultry industry has grown by leaps and bounds. It is no longer a side line occupation, or avocation. Barnyard flocks, used incidentally to supplement the farm income, have grown into a highly specialized business, with poultry and poultry products representing the fifth largest source of our national farm income. In Iowa alone the poultry industry has yielded more than $63,000,000 income to farmers in one year, and in every state the business has become an increasingly important factor in our national scheme of food production.

The successful poultryman of today is a keen student of his business. He demands the best there is in breeding stock, baby chicks, hatching eggs, housing facilities, feed, advertising methods, supplies, and equipment. Scientific and economical methods have become necessary, for he is producing on a larger scale today and must save time and make his efforts count for as much as possible. Time and labor saving equipment interests him because he knows there is a true and certain relation between such equipment and his annual net profits. Being free from those losses so nearly total that often occur in other agricultural lines, the poultry farmer and fancier are enthusiastic about their business. They always have a "cash crop" available.

These new conditions present new opportunities and greater possibilities to everybody connected in any way with the poultry industry, especially to the distributor of electric poultry equipment. If the power companies are to find it possible and profitable to deliver 24-hour "city" service to farmers and to continue extending their rural high lines, and if the farmer is to get the full benefits from the use of their service, it is of primary

importance that the electric energy be used for more than ordinary household purposes.

The chick hatching and brooding season is no longer confined to a month or so in the spring, but is rapidly coming to extend over most months of the year. This places the electric incubator and the electric brooder right in line with the load-building program of the power companies, for these machines consume current, not just a few minutes a day or one day in a week, but day and night continually through several weeks of a long season each year. Electric water fountain heaters, electric egg testers, electric alarms, as well as feed grinders, oat sprouters, and other equipment that can be electrically operated, naturally ally themselves for merchandising purposes with these two poultry farm leaders to build the "load" which is so necessary to rural electrification results.

Some Fruits of Experience

Referring briefly to the history of electric poultry equipment, we might dispose of the following handicaps which were frequently experienced in the past so they will not cloud our thinking about the market conditions of today.

A few years ago electric service was available to only a few poultrymen. In 1923 a survey showed that 225,000 farmers were receiving central station service in the United States. Passing over the experimental stages of rural electrification, I understand that the number of electrified farms has now increased to about 500,000. Some 40,000 farmers in Indiana, Illinois, Michigan, and Wisconsin are now being served by power companies. This includes an increase from over 15,000 farms at the end of 1923 to over 30,000 in 1926. At the present rate of increase, it is estimated that at least 500,000 farm homes in these four states (nearly one half of the farms in the area) will be electrified by 1938. By that time, it is believed that there will be at least 3,000,000 electrified farms in the whole country. To the power company, an application for service from a poultry farm suggests a wide variety of uses for electricity which should be encouraging to the equipment dealer who is following these changes in his market.

A second handicap, formerly very serious, was the interruption of current. Judging from the very rare complaints from users of electric incubators and electric brooders, this handicap is rapidly disappearing and is no longer a serious obstacle to sales except under most unusual weather conditions or in only very scattered sections of the country. With each new mile of high line the power companies are building, their rural service becomes more dependable.

Cost of Current No Handicap

Another handicap, not as real as the poultryman sometimes believes, was the high cost of current. As the energy rates have been made more uniform and lower with the increased density of rural customers and the larger consumption per customer, poultrymen using electric equipment find that even in the few cases where electricity costs more than coal or oil, the many advantages of the electric equipment more than off-set any small differential in the cost of operation.

The inadequacy of the electric poultry equipment that first came on the market, unscientifically constructed, set up another handicap which need not trouble dealers today. Great progress has been made in removing this handicap, and while absolute perfection only comes with the millenium, today's market offers some very excellent electric equipment that is scientifically designed, correctly assembled, and practically tested.

Promoting the Advantages of Electricity

As compared with some other forms of poultry equipment, the electric appliances are

(1) *Safe*—None of the fire

hazards that go with incubation and brooding by oil or coal;

(2) *Convenient*—No refilling of lamps, no refueling, or removing of ashes, etc.;

(3) *Sanitary*—None of the fumes and stifling odors that come from equipment operated in some other manner than by electricity;

(4) *Dependable* — Safeguarded against the operator's forgetting to refill or refuel. Automatic operation is the best possible insurance against the oversight of any operator;

(5) *Economical* — Considering time, labor, cleanliness, dependability, trouble, etc. Users of electrically operated poultry appliances say they make more money in the long run;

(6) *Efficient*—Very little fluctuation in temperature over a long period of time. Quick to reach required temperature any time after being turned off in the middle of the day. Quick to economize on the use of current as soon as turned off. Truly, the modern way of carrying on.

It is by calling the attention of your prospect to these advantages that electric poultry equipment can be merchandised. In most merchandising, a campaign of education is required. The agencies that have been doing a remarkable work in spreading the necessary dependable information about electric poultry equipment.

The Federal Government (Dept. of Agriculture, etc.)
The Committee on the Relation of Electricity to Agriculture.
Electric Light & Power companies.
Schools and Colleges; Experiment Stations.
Manufacturers of electric poultry equipment.

A continuation of this educational work by these agencies will help greatly to convince the poultry raiser that:

(1) Electric poultry equipment is economical and profitable to the user.

(2) It is practical in cold as well as in the warmer climates.

(3) Electric incubators produce successful hatches.

(4) Electric brooders produce healthier, more rapidly growing chicks.

(5) They reduce the mortality rate among chicks.

Some Questions for the Dealer

Among the factors in successfully merchandising electric poultry equipment, first in importance is the selection of the line of equipment that will bring the results you expect.

Before you can sell anything successfully you and your clerks and your field men must yourselves be sold on the line. In selecting a line of electric poultry equipment, to sell in your locality, satisfy yourself on these points;

(1) Has it the highest quality to be found—satisfied customers on every sale, bringing in new customers and thus establishing a growing list of permanent business friends and patrons? The poultryman is proud of his flock and he demands equipment consistent in quality with the other standards he has set for his business.

(2) Does it include items that are scientifically designed, skillfully manufactured, correctly assembled, and practically tested? It must meet the demands of the most exacting poultryman. It should keep pace with the growth and progressive changes in the industry. Unless you select such a line, you are not able to build permanently with quality as your key note.

(3) Is it extensively advertised and favorably known through its service to poultrymen? Less effort in selling is required and greater results can be accomplished when poultry raisers are familiar with the equipment you offer.

(4) Is it made by a responsible manufacturer—responsible in the agreement made with you, in the terms he proposes, in the advertising he publishes, and in the products he makes? If you are to spend time and money promoting his line in your locality, you deserve the protection of a manufac-

(*Continued on page D 16*)

In the article below Mr. Larson gives some very useful data on silo filling with a small motor, which should prove most useful to those electrical and farm implement dealers who have occasion to make such installations.—EDITOR.

Filling Silos With A 3 H. P. Motor

By JOHN M. LARSON,
U. of M. Div. of Agricultural Engineer

FILLING silos with 3 H.P. motors may sound like "The idle dream of a dreamer who dreamt that he dreamed." Impossible as it may seem, yet it has been accomplished without any difficulties whatever.

Ordinarily when using a motor the belt has to be drawn very tight in order to keep it from slipping. When a small motor is used with a small pulley, the tension is so great that it often causes bearing trouble. In order to get away from this trouble, the Papec Machine Company has devised a scheme whereby the motor can be mounted on the machine and thus reduce belt windage to its minimum and also make a compact machine that is ready to start when the cutter is set into place. The accompanying photograph and diagram show how this is done.

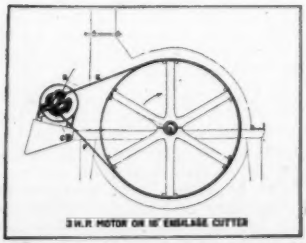


Fig. 1. Diagram of motor mounted on cutter showing the relative position of same.

At first sight one would think it would be impossible to avoid belt slippage with such a small arc of contact on the motor pulley. Ordinarily it would require a very tight belt, but since this is a 3600 r.p.m. motor the periferal speed of the pulley is so great that much less pressure per square inch is needed to transmit the needed power.

A study of the mechanics of this set-up will show what happens. From Figure 1 it can be seen that it the cutter pulley was fixed and could not turn and the motor was free to move and if the belt was drawn tight the motor would move in a circle about the point A as shown by the arc B when the power was thrown on. But since the motor is fastened at point C and free to revolve about this point the center of the force being to the left of point C makes it necessary for the motor to shift to the left and thus create tension in the belt E F. Due to a resistance set up by the cutter pulley, this shifting of the motor takes place. The greater this resistance is, the greater is the tendency to shift. Thus, as the load of the cutter increases, the tighter the belt will be. As soon as the load eases up, the tension in the belt is reduced. By this simple method it is possible to have a tight belt when the pull is

hard and a loose belt when there is a light load. This makes it much easier on the motor bearings.

Figure II is a photograph taken of a No. 127 Papec machine equipped in this manner.

Some Test Figures

One of these machines was used to cut ensilage with and elevate it into a 36-foot silo. The cutter pulley was 40 inches in diameter and the motor pulley was 4 inches in diameter. A 4½ inch, endless, leather belt was used. The motor was a 3600 r.p.m. General Electric motor of the S.C.R. type.

The cutter ran at an average speed of 380 r.p.m. idle, and 365 r.p.m. when loaded. This shows that there was very little slippage, if any, due to the load. The motor's actual speed was 3800 r.p.m.

It was late in the season before this equipment was available and the only corn that could be had for use in these tests was some that had been cut and in the shock for about three weeks. As a first trial the cutter was equipped with three knives and such gears as to make it cut ½ inch lengths. 770 pounds of this dried out corn was put through the cutter which gave the following results:

Rate in tons per hour	6.15
Average Power input to motor	4.33 K.W.
K.W.H. required per ton	.72

This compares very closely with that done with a 5. H.P. motor on the same cutter, cutting only about one ton less per hour and the energy per ton being somewhat less.

A second set of tests were made with the same cutter and motor using only two knives. With this arrangement three loads were cut. These loads weighed on an average about 1600 pounds each. The following is a summary of the data secured with this arrangement:

Rate in tons per hour	4.36
Power input to motor	4.18 K.W.
K.W.H. per ton	.908

It can be seen that in this case the rate in tons per hour was reduced because the motor handled the load best when the bundles

(*Continued on page* 14)

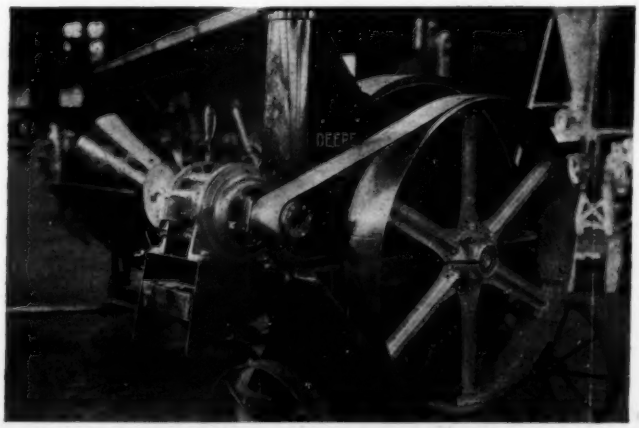


Fig. 2. 3 H. P. motor mounted on a 16-inch cutter.

A Message Straight from the S

If you have faith in progress you will clip and mail the coupon below—

TODAY!

RIGHT now is a good time to sit back and take a serious look at the Washing and Ironing Machine business. Especially if you are not quite sure you're on the right track. It's a good time to review the developments of the past year—and to give a lot of serious thought to what is likely to happen in 1929. *And it's a good time to act!*

The picture is changing

It started in the early part of 1928 with the New Thor 2 Agitator Washing Machine. A quality agitator at least $45 lower priced than any machine claiming similar quality and features. A washer that relegated old-type, bulky, intricate machines to the historic past. A washer in whose sensational success beauty and simplicity of line and color played a vital part. A washer that swiftly became popular because of its speed, its dependable performance, its kindness to clothes. Its success is a matter of record in the trade and the industry.

Then the year's great achievement

Then on the heels of this amazing New Thor Washer came the appliance sensation of the year—in fact, of many years—the New Thor Rotary Irons. The No. Naught that replaces the wringer, making the world's first complete home laundry unit. And the No. 10—a portable, compact, fast electric ironer, usable in any room. *A laundry combination at the price formerly asked for a washer alone! A table model at less than half the price of any ironer of comparable features!*

Did Thor dealers make money last year? They did! And new dealers by hundreds came under the Thor banner of progress and fair dealing.

HURLEY MACHINE COMPANY, 22nd Street and

Shoulder... *from the makers of* Thor Products

Washer and ironer sales records broken!

Campaigning Thor products from coast to coast—dealers, distributors and central stations set up new sales records for the industry to shoot at. And the greatest of all sales records was made in a district where 50% of the possible prospects already owned washers!

The great ironing machine market —97% a virgin market—was thrown wide open with the introduction of the New Thor Rotary Irons. Their success was immediate and widespread.

That is the 1928 picture — briefly. A success in which every Thor dealer has shared to the utmost. A success that has drawn the eyes of trade and industry alike to Thor.

And now—1929

We have only started. We have said that the picture is changing. We shall make vital contributions in 1929 — even more vital than those we have made in the past year.

Our plans are ready! Our plants — recently enlarged to facilitate faster production—are now working on a development that will make new history.

1929 is our year. And this message is addressed by way of prediction — not only to the entire Thor organization — but to other dealers who can see the handwriting on the wall.

Take stock of yourself and your business. Nothing makes for success more than progress. If you are not now identified with a proposition that promises *great progress* in 1929, then in your own best interests go into the Thor franchise thoroughly. It needs no high pressure selling to convince business men of its merit. Write us for the 1929 plan. Make your decision now to share in Thor progress in 1929.

th Avenue, Chicago, Ill.

HURLEY MACHINE COMPANY,
22nd St. and 54th Ave., Dept. E.F., Chicago

Send me the 1929 Thor plan. I am interested.

Name.....

Address.....

City.....State.....

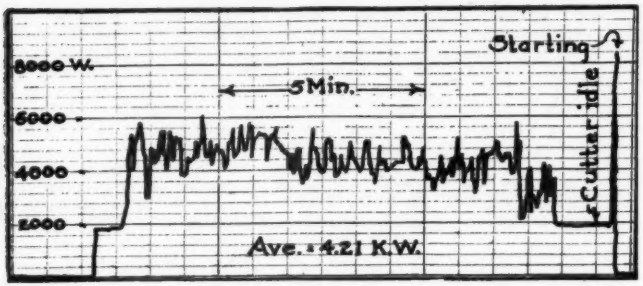


Fig. 3. A wattmeter record showing the power requirements while unloading a load of dry corn.

were lapped about one-third. Naturally the feeder ran slower as there were only two knives on the cutter and it was making the same length of cuts. The cause for the increased energy consumption was, of course, due to the fact that the overhead load of the cutter was required for greater length of time to cut the same amount of ensilage.

Figure III gives a wattmeter record of what happened while unloading one of the loads in the second set-up. This load weighed 1780 pounds. The average power input was 4.21 K.W. This is overloading the motor to a considerable extent, but it did the job without any hesitancy at all as can be seen from the graph.

Little Energy Required to Do Elevating and Cutting

The cutter idle required 1.95 K.W. input which is nearly ½ of the total load. The actual energy used in this case for cutting and elevating a ton was .45 K.W.H. and the energy used to overcome the overhead of the cutter while cutting one ton was .37 K.W.H. This shows how little energy is really needed to do the cutting and elevating. The real slow rate of cutting, however, is not the most economical as far as K.W.H. per ton is concerned.

The graph in Figure III shows how uniform the power requirement really can be when uniform, careful feeding is done, which is a big factor in operating ensilage cutters with small motors.

While it would not be good practice to advise the average farmer to use this method of ensilage cutting, test did bring out two outstanding points: 1. That a large power unit is not necessary for silo filling since as small a motor as one of only 3 H.P. can handle the job at a fairly good rate. 2. It has also shown how a motor can be mounted on a cutter so as to make a convenient, compact unit out of it and maintain a tight belt only when a tight belt is needed and a slack one when the load is light, thus saving the motor bearing.

Westinghouse Achievements

Under the above title the Westinghouse Electric & Manufacturing Company, of Pittsburgh, Penna., has issued a 24-page illustrated folder outlining the achievements for the Westinghouse Company for 1928. Just a few of the accomplishments include the largest meter outfit ever built, quarter-million volt arrester, record size motor for driving ship, unusually powerful steel mill motor, development of radio for use between engine and caboose of freight trains, together with some real constructive work in electrical heating of houses. These are but a few of the many achievements listed in the booklet.

Pullin' Together
Power Companies—Private Plant Salesmen
—Wiring Contractors—Plumbers—
Implement, Hardware and other
Equipment Dealers
That all rural families may fully utilize the advantages
of electricity, and benefit by intelligent salesmanship

"UNDER the policy of the Rural Service Department of this company," writes C. P. Wagner, rural service engineer of Northern States Power Co., "we heartily approve of any effort that will create cooperation between the individual farm plant salesman and the power company farm service engineer in developing the market for private plants and aiding in their disposal.

"The first step in solving this problem is to facilitate the movement of plants that will come on the second hand market when high lines are extended into any territory. At the present time, the majority of dealers refuse to handle these plants, and this forces the farmers to dispose of them as best they can, thereby demoralizing the legitimate market for new plants.

Permitting Dealer to Handle High-Line and Plant Equipment

"The second step, and one which can perhaps be profitably combined with the first step as regards the dealers, is to permit the dealer handling farm plants also to have a free market among high line electrified farms for the sale of additional wiring and other electrical equipment. The rendering of this service along the high lines should be profitable to the plant dealer because each farmer connected to the high line is a choice prospect for new equipment costing much more than a single farm plant and requiring less service.

"Through assisting the power company in the extension of possible service, private plant salesmen in any territory can develop familiarity with the opportunities for selling plants in territory where high lines can *not* be constructed. There can be no proper competition between farm plant service and high line service under the extension policies of the majority of companies. Each kind of service has its own field, and each can be sold in greater quantities, and with better results for the farmers, if all parties study the facts and consider that there is no competition."

* * *

ALL of which is typical of the better-informed opinions that have been expressed, from the power company side of the rural market, since publication of Mr. Ballard's story, "Let's Co-operate," in our January issue.

Mr. Wagner speaks from a power company territory having some 100,000 farms that are far from being close enough together to resemble the selling and servicing conditions of a suburban area. Here in Minnesota and Dakota and Wisconsin is large-scale farming, and the first of the many projects organized along practical experimental lines to study the dollars and cents value of electricity to the dirt farmer. Even with the final Red Wing project report showing this value to be as large as an 81% increase in net farm income with central station service, as compared with revenue from the same farms four years before the high line was built, Northern States Power sees plenty of room in its territory for many new individual plants. Certainly no $1200-a-mile high lines can be flung broadcast across these states all at once, and just to give all these farms electric light.

Lest the plant manufacturer and his salesman see only "competiton" in power company rural service activities, consider the facts of the rural market. Approximately half a million farms now have high line service. The power companies of the country are primarily concerned at this time with developing full utilization of their service on these farms. In other words, "load-building." Too many connected farm families are now using the electric service only for lights, and the average consumption is therefore not high enough, in KWH, to make fabulous miles of new line construction a sound capital investment. Present customers must be taught the usefulness of electricity for pumping water, cooking, refrigerating, grinding feed, and doing a host of farm chores for which manufacturers have been busy designing new equipment for applying this new energy so it will earn a profit or bring more comfort into rural life.

That's the first problem of the power company — to make better customers of their half-million. Too often those interested in selling private plants assume, with only isolated and foggy cases as the premise of their reasoning, that the power company's aim is to put the private plant out of the picture. And the only "prospects" they see are not *their* prospects at all.

Along the same high lines serving these half million central station customers are many other farms, not yet connected even for electric lights. Obviously, these are not private plant prospects, but they represent well over half of the farms that power companies have in mind when they talk about connecting up another half million rural meters between 1928 and 1933. After 1933, the high line extension program will still leave over half the whole rural market entirely to private plant salesmen unless we are to believe that farmers and their wives living beyond high line possibilities will not be human enough to want some of the modern electric conveniences their friends on the high lines have.

In the meantime, the "get-together" spirit will advance the interests of everybody most rapidly if there is less of "trying to upset the other fellow's apple-cart" and more of sensible market analysis. Occasional conferences between power company and private plant salesmen will plainly indicate where the plant will find its logical purchaser, and where definitely planned high line service is an inevitable and certain obstacle to plant sales.

There's "Load" in Chickens

(*Continued from page D 9*)

turer who is permanently in business and growing with the rural electrification movement.

(5) Make sure your manufacturer is equipped to give prompt service. If you desire to serve your customers properly, without delay, your manufacturer must carry sufficient stock for prompt shipment of your orders.

(6) Will the manufacturer's discounts and terms make your work profitable? Do not be misled by exaggerated discounts that are extended on goods of inferior quality. In the long run the results are unsatisfactory.

(7) Is there a real demand for the products in the line? Your sales will not repeat on equipment that does not serve a useful purpose.

(8) Are the products patented, with exclusive selling features your competitor across the street cannot duplicate? Protect yourself against price competition and "cut-raters".

(*To be continued in March issue*)

Speaking of Washers—

When I stand before the tub,
I always think before I rub,
What a snap farm work would be
If we had electricity.

—Submitted by Louise Wightman, Hutchinson, Minn.

Have an electric washer do the laundry:
the only way,
And together you'll celebrate your Golden Wedding Day.

—Submitted by Anna M. Boddicker, Watkins, Iowa.

Logan Believes in Demonstrating the Equipment He Handles.

Logan's Prospects Help Him to Demonstrate

By J. K. RODGERS

H C. LOGAN, electric appliance department manager for Emahizer-Spielman, Topeka, Kansas, has proven the value of aggressive sales methods for boosting the electric washer demand. During one month's activities, he and his assistant salesmen sold sixty washing machines. Last year, they found buyers for 250 machines largely in farming communities, and their business continues on the up grade.

This profitable sales volume isn't due to chance or good luck. It is the result of carefully planned sales effort, which is calculated to interest, enthuse and instruct prospects until they are glad to buy modern washing machines.

During recent months this enterprising dealer has sold more than fifty electric sweepers, which shows his methods are adapted for pushing a variety of electrical equipment.

Topeka attracts the rural trade from an extensive territory, and Logan has given special attention to the sale of electric appliances to rural housewives.

"We boost sales volume through advertising, canvassing and demonstration," he explained in a recent interview. "Owing to the keen competition in our field, it is a mistake to wait for prospective customers to take the initiative and buy without solicitation. We wouldn't have a growing trade in electric appliances if we didn't get out and hustle for orders. Consider our methods of selling electric washing machines, for instance. Our advertisements in local newspapers are of special value for awakening the interest of housewives in the modern machines we feature. This advertising reduces sales resistance, because it gives prospects valuable hints regarding our up-to-date service facilities, and informs them regarding the superior quality of our line of washers. I find that it is much easier to sell washing machines which have been advertised in local papers, and the same rule holds good

with other modern electric appliances.

"We spend three per cent on sales for newspaper advertising, and find it a profitable investment.

"Another of our effective publicity aids is show window advertising. I get best results by devoting a show window exclusively to this one line of merchandise.

I favor novel, interesting trims, as they are of greatest value for inducing people to pause and inspect the goods on display. As an example, we arranged a window trim showing an old lady bending over a wash tub, while close at hand was the figure of a modern housewife allowing electricity to do her washing. The tub and washboard, and the modern electric washing machine made an interesting contrast. This trim played a helpful part in influencing local housewives to adopt modern equipment.

Most Sales Made at Homes of Prospects

"We keep a well assorted stock of electric washers on display in the store. The majority of our sales, however, are made at the homes of prospective customers. Our favorite sales method is to take a machine to the prospect's home, then do a washing. The majority of our demonstrations in the homes of prospective customers result in sales, because this is the logical way to convince the individual housewife that she cannot afford to dispense with the economical service offered by a modern washing machine. By conducting demonstrations in the homes of prospects, we experience less difficulty in keeping their attention centered upon the merits of the machine, than is the case in the show room, where other factors may divert their attention.

"We locate good prospects through house to house canvassing, then proceed to sell them. This plan minimizes wasted effort in selling. We keep an accurate record of the cost of selling electric washing machines, and find that house to house canvassing, together with home demonstration, is the most economical method."

This enterprising dealer finds that the way in which a washing machine is demonstrated counts heavily in making the sale. His salesmen are advised to remember that most every housewife has a favorite way of doing her washing, and that the demonstration should be conducted with the view of meeting her personal preferences.

So far as possible, the housewife is encouraged to demonstrate the machine to herself, and when the washing is finished, she has an accurate idea of how to use the machine to best advantage, and has formed the impression that it is a great saver of time and labor.

Salesman Must Know His Machine

Logan has learned through extensive experience in the electric appliance field, that the washing machine salesman *must* know all about the machine he is demonstrating. When a prospect asks a question, she has a definite reason for seeking special information, and the salesman's failure to accurately answer her questions may cause her to delay giving her order or may result in a lost sale.

The salesman shouldn't attempt to demonstrate a washer until he is convinced that it will accomplish all that he claims for it. According to Logan, it is a mistake to get in too big a hurry, attempt to hasten the demonstration, and do a poor job of washing the clothes. The most skillfully directed sales arguments lose their effectiveness when the housewife notes that the clothes are only half cleaned. In fact, *all* dirt should be removed to win the fastidious housewife's approval of the washer which is being demonstrated for her benefit.

"We must remember that the machine is judged by what it accomplishes during the home demonstration," continued Logan.

According to this dealer, the best time to secure the prospect's order is immediately after she has seen the machine in use, and has began to understand its outstanding advantages. "We secure

most of our orders immediately after the demonstration is finished, "he remarked." While conducting the demonstration, it is necessary to keep the housewife's attention centered upon the desirable features of the machine, including its ability to operate smoothly, do fast clean work, attractive appearance, ability to clean clothes without straining or tearing the garments, ability to handle all kinds of clothing, safety, rigid construction which guarantees the machine will be ready for washday throughout the year, and the low cost of operation. We point out these special features in detail, and explain their advantages."

Detroit Edison to Distribute Hammer Mill

Announcement has been made by Detroit Edison Company of arrangements to act as distributor for Prater Pulverizer Company of Chicago.

This power company's work in developing a comprehensive rural service program has attracted national attention. In serving the farmers of their Michigan territory, Detroit Edison cooperates closely with established dealers in selling equipment the farmers want for electrical operation, and this new activity is expected to help all interested dealers in making more direct and profitable merchandising connections with their program of high line extensions.

At present, the Detroit Edison Company has 7,175 connected farm customers interested in the many labor saving and profit making uses of electricity. "This interest cannot materialize for the benefit of the farmer," says Mr. Douglas Dow, Rural Service Advisor of the company, "until he buys and puts to work the selected equipment we have been recommending to him. The live dealer sees in our demonstrations and other educational work a big opportunity to complete choice sales we have cultivated for him. Bigger things are just ahead of us in this field, and we want all these dealers to make progress with us".

The Prater Hammer Mill is one of the pioneer feed-grinding equipments to be designed especially for farmers having central station power. This type mill has been reported on favorably by the leading agricultural experiment stations. By warehousing an ample stock at Detroit, the power company can make prompt deliveries. Local dealers will be encouraged to carry at least one sample mill on display.

As this is the first time any power company has undertaken to distribute any farm implement, the Detroit Edison innovation in merchandising will be watched with interest by the trade and all other power companies engaged in building up the rural "load".

This Farmer Makes His Own Weather

An interesting story is linked up with the large basket of fine early tomatoes recently presented, via air mail, to President Coolidge.

It was the first picking of the first crop grown by the new "Zephyrator" air circulation system for increasing the growth and health of greenhouse grown fruits and vegetables. This system practically permits the grower to "make his own weather."

The extensive greenhouses of Peck Bros., at Van Epps Road, Brooklyn, Ohio, were selected and eight acres of tomatoes were the subject of the test.

A large electrically driven blower was installed, and the connecting piping was run under the ground to a series of 8 ft.-high upright vents, each terminating in a specially shaped opening which would assure even distribution of the moving air from the center aisle where they were located to the ends of the greenhouse. Suitable dampers or valves in each upright duct permitted wide variation in the intensity of the breeze produced. The air escapes from the building through valve controlled siphon cones.

The improved results obtained are stated to be striking. No trace of leaf mold have appeared at any time during the growing process, and the plants throve amazingly. Not only did they ripen much earlier than those in the neighboring greenhouses, but each plant actually produced more clusters.

Rural Electrification as a Civic Improvement

NO engineering trick will solve the farm electrification problem; transmission lines must reach into the rural districts," states W. S. Rugg, Vice President of the Westinghouse Electric & Manufacturing Company, announcing his conclusions concerning the important question of farm electrification. Mr. Rugg has brought forward the idea that it is the duty of the state to arrange for the lighting of the highways. Not only would this make the present great investment in roads as useful at night as by day, but the lines built by public service companies to care for this business would supply the farmer as well. On new roads overhead lines for highway lighting would be unnecessary if conduits were buried in the concrete when it was poured. Lighted highways mean rural electrification.

"Were the main arteries of traffic—the highways of the United States—lighted, as they should be, the same pole lines, could be used to carry both the lighting lines and rural power lines, the resulting income would permit the lighting companies to obtain a fair return on their investment. The farmer could then have an adequate electric supply."

Big Field Yet for Plants and High-Lines

Mr. Rugg's statement follows:

"Although from 1923 to 1927 farms connected to electric lines increased from 122,010 to 227,000 in 29 states, of all American industries, the farm practically alone is not making general use of electricity. This in spite of the notable work already done by the public utility companies through the Committee on the Relation of Electricity to Agriculture. Kerosene light and hand power still survive on many farms. As long as this is true, the farmer cannot share in American prosperity on even terms with other industries. Small automatic generators have a useful field but current for heavy power uses must come by transmission lines from the practically unlimited central station supply. Schemes such as have been suggested to supply some special sort of current will not do—no mere trick of engineering solve the problem.

State Should Arrange for Lighting of Highways

"There is no mystery about the matter—transmission lines must be built; the only question is: who will finance them? A practical answer is provision by the State for night lighting of the highways, which already provide the farms with transportation.

"The tremendous investment in these roads is only partly efficient, for they are not used to any extent at night. Lighting equipment for safety against accident and crime is as properly a part of the highway as drainage, ditches, culverts and fences on curves. With well-lighted highways, glaring automobile headlights are unnecessary, and experience has shown that night-time illumination sterilizes crime as daylight sterlizes disease. Even more important, these lighting lines will put electricity close to the farm.

"A few years ago, the city man used automobiles, the farmer had to use horses, because there were no roads. The State built roads at a cost of about $40,000, or more, a mile and put the farmer on a par with the city man in transportation. It was wise, because the farm is the basis of prosperity.

"The average farmer or group of farmers cannot afford to build a transmission line to the nearest town, any more than he could build a highway for his own use. The power company frequently cannot afford to build the line only for farm electrification purposes as a matter of profit, any more than an automobile dealer could build a road for his customers.

"Highways of Power"

"For three or four per cent of the original cost of the road, how-

The Battery that fits the Farmer's Needs

THE Universal Sealed Glass Jar Battery is built for use with any model of farm light or power plant. It has larger jars, extra thick plates, big sediment space, improved pilot cell, *double insulation* and many other features.

Universal Batteries are being advertised to eight million farm families. Write today for our dealer proposition and get your share of this profitable business.

Batteries for Every Purse and Purpose
AUTOMOBILE—RADIO —FARM LIGHT
Parts for all makes of Batteries
SHOP EQUIPMENT

UNIVERSAL BATTERY COMPANY
3414 South La Salle Street
Chicago, Illinois

Universal Batteries

ever, the State could make every highway of traffic into a highway of power. Every farmer within several miles of a road could obtain electric service.

"There is great promise in electricity on the farm. The best power most farmers have now is gasoline, but gasoline can never compete with an adequate supply of electricity. There is scarcely any sort of farm work that has not been successfully and easily done by electricity, from plowing fields to milking cows.

"Ample power means also that cheap, reliable refrigeration and cold storage take the place of the old springhouse or of ice brought out from town. With power comes ample water supply and sanitary facilities; in some cases, irrigation is made possible.

"Aside from power alone, electricity has extraordinary possibilities in increasing farm output. Tests seem to have proved that under electrical treatment, hens lay more eggs; plants grow faster and yield better crops; weed growth is prevented; milk is sterilized.

Must Make Farm Efficient

"Farming, so far, has not been an industry, but a mode of life. The recent hard times on the farm is a notice that these days must go. Farming must take its place among other industries making wide use of electric power, efficiently operated, by means of cooperative societies with adequate financing, accounting, and selling department. Farm life some day will be, as it should be, one of the most attractive occupations instead of a drudgery that drives its young people to the city.

"The first thing needed is plenty of electricity at a price that a farmer can pay. It is very vital to the State that the farmer, by and large, shall thrive."

Cullman

Electric Pump Drive

¼ to 1 H.P.

Chain drive on motor acts as a flexible coupling and prolongs life of gears.

The patented Load Equalizer makes starting easy and minimizes current consumption; self lubricating, easy to install, no foundation required.

Send for literature and prices.

Cullman Wheel Co.

1342 Altgeld St., Chicago, Ill.

Announces New Washer

The Automatic Washer Company of Newton, Iowa, announces its new model 22 automatic washer, equipped with due-disc or invertible agitator. This feature combines two washing principles: The invertible agitator may be used submerged when the housewife desires to wash only a few pieces, requiring a minimum of water, while for washing the heavier and more bulky articles the aluminum agitator may be inverted and used overhead.

CLASSIFIED ADVERTISING

Here is the opportunity you have been waiting for: Power and light that your farmer prospects can afford. New Dyneto power and light and battery charging generators which have a capacity of 20 lights, 32 to 40 volts, ball bearing, generous commutator, new model, parts always obtainable, equipped with pulley, ready to run. They can be operated from a one to two horsepower ordinary gas engine. Shipping weight, 75 lbs. Special price, $28.00. Retails for $85.00. Switchboard for the above, $22.50; batteries, $48.50. Largest stock of motors and generators in the Northwest. Do not buy, consult us first. Write, wire, or call GENERAL DISTRIBUTING COMPANY, SECURITY STORAGE BUILDING, DULUTH, MINNESOTA.

Annual Farm Equipment Week

The Fourth Annual Farm Equipment Week sponsored by the National Association of Farm Equipment Manufacturers, of Chicago, was celebrated February 18-23rd, with elaborate nation-wide activities. This association is accomplishing a great deal in directing the attention of the farmers to the use of proper equipment.

Reorganization of Fuller & Johnson Co.

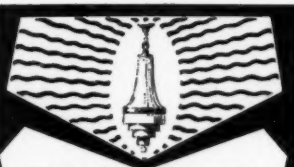
Control of the Fuller & Johnson Mfg. Co. of Madison, Wisconsin, has been purchased by the Second Ward Securities Co., and the Quarles Co., of Milwaukee, according to a recent announcement.

The Fuller & Johnson Mfg. Co., founded in 1840, is probably the oldest, exclusive manufacturer of small gasoline motors in the country. The business has been located in Madison since its inception and its main offices and plant are at present located there.

The company has been reorganized, additional capital has been supplied and ownership is in a group affiliated with the investment houses mentioned and with the management of the company.

The officers of the company remain unchanged and a policy of sales expansion will be followed. The directors include C. L. McMullen, president; W. H. Spohn, T. G. Montague of Madison, H. L. Horning and S. A. Perkins, of the Waukesha Motor Co., Waukesha, Wisconsin, Willits Pollock, vice-president of the Second Ward Securities Co., and J. B. Angle of the Quarles Co. of Milwaukee.

It has been announced that no merger of the company is involved. Operations will be carried on entirely independent of the Waukesha Motor Co., as the two companies manufacture non-competing lines, the Fuller & Johnson Co. manufacturing motors from 1 up to 20 h.p., while the smallest motor made by the Waukesha Motor Co. is 25 h.p. For the past two years the Fuller & Johnson Co. has been operating under a license from the Waukesha Motor Co. for the use of the famous Ricardo head on its motors.



With the right factory connection
MAKE BIG PROFITS
on a lighting department
Electric lighting equipment is the first thought of everybody who gets central station service or a private "light" and power plant.
More comfort in reading—more beauty in the home—that's why every family wants up-to-date lighting—high quality at a fair price.
Why let this business go out of town? Over 100,000 more rural homes will be wired this year. Inquiries about Chapman equipment prove they are in the market now (See our ad, page 32). With our new catalogue showing 1929 designs you can
Beat Mail Order Competition.
Write for free copy and dealer prices. We will send you inquiries from live prospects and protect you on retail prices. Don't wait—WRITE TODAY!
Chapman Lighting Studios
Lighting Specialists and Manufacturers
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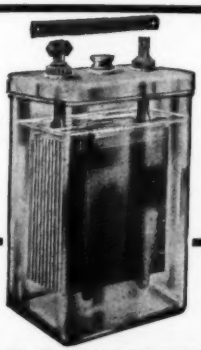

S. O. S. BATTERIES
for Farm Light Plants
Write for new dealer's proposition—learn how you can earn big profits on the big S.O.S. line.
Improved design — high quality, long life and dependability make this the easiest battery to sell. They are free from profit-robbing service.
Victor Storage Battery Co.
Rock Island (Est. 1914) Illinois

$24.50
less attachments
(*East of the Rockies*)
JUNIOR MODEL

PROFITS ARE LARGEST

when the right cleaner is backed by the right sales plan.

$35
less attachments
(*East of the Rockies*)
STANDARD MODEL

Two sets of attachments with special swivel joints—at $6.50 and $10.00.

Here is the ideal combination for any dealer who handles vacuum cleaners . . . General Electric Cleaners, of high quality at exceptionally low prices... and backed by a selling plan that really sells!

A combined monthly circulation of over eight and a half millions in such influential magazines as Good Housekeeping, Woman's Home Companion, Pictorial Review, Liberty and Modern Priscilla.

And then, to focus local selling right at your store, an intensive campaign which includes strong newspaper advertising (generous allowance on this!), the use of folders, mailing pieces and window displays that work successfully and a mighty effective Mr. How-to-do-it Tag. You should know all about these.

Get full information by phoning or writing the General Electric Merchandise Distributor near you or Section C-622, Merchandise Department, General Electric Co., Bridgeport, Conn.

GENERAL ELECTRIC CLEANER